

# Land Brokerage Services

## Case Study

### Chrysler Realty Corporation

#### Challenge

The client had conducted extensive analysis of the central Indiana trade area that indicated the region could support an additional dealership location for the Jeep and Chrysler car and truck lines in the north suburban Indianapolis marketplace. The client did not want the existing area dealers to learn of its plans prematurely. The client also desired a site in the north suburban submarket that would be in the path of progress but less expensive than the auto corridors of 96th and Keystone and West 38th Street.

#### Solution

Meridian Land Specialist, Ross Reller, conducted an exhaustive site analysis of the north suburban marketplace and recommended the I-465 and Michigan Road corridor. A site of suitable size was optioned by the client from Mayflower Park LLC (Browning Investments). The site was optimum because of its strategic location midway between both the Ford dealer and the Chevrolet dealership. Meridian recommended a team of professionals to be interviewed by the client to assist in obtaining municipal approvals. Meridian's recommendations of auto architect and attorney were both accepted by the client. Meridian worked closely with a professional team to negotiated approvals with the City of Carmel.

*"I can highly recommend your (Ross Reller's) services to anyone who needs to work with a site selection professional in the central Indiana area."*

Ron Angelotti  
Chrysler Realty Corporation

